



WPTV

## ORDER

Print Date 08/21/12

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Flight Dates 08/09/12-08/14/12

Contract / Revision 307281 / Romney for President, Inc.

Original Date / Revision 08/07/12 08/08/12 Agency Com 15%

Advertiser Romney / Republican / Presi  
138 Conant Street  
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact  
Sales Office EWSDC  
Sales Region NAT  
Agency Ref  
138 Conant Street  
Beverly, MA 01915

Order Sep 00:20:00

Estimate # 317

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	20	\$22,737.50	\$26,750.00	0.00	07/30/12	08/14/12	20	\$22,737.50	\$26,750.00
Totals	20	\$22,737.50	\$26,750.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/09/12	08/10/12	Today Show/Olympics Today Show/Olympics 7-1	CM	7-10a	---11--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---11--		2				\$2,500.00		0.00			
N 2	WPTV	08/13/12	08/14/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	22-----		4				\$1,800.00		0.00			
N 3	WPTV	08/13/12	08/13/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00



**WPTV**

Print Date: 08/21/12

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Contract / Revision    **307281**    Flight Dates **08/09/12-08/14/12**

Hiatus Dates

Original Date / Revision    08/07/12/    08/08/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney for President, Inc.**    Estimate #    **317**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/13/12	08/13/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$800.00		0.00			
N 4	WPTV	08/09/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	---11--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---11--					2	\$800.00		0.00			
N 5	WPTV	08/09/12	08/10/12	M-F 530-6p M-F 530-6p	CM	530-6p	---11--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---11--					2	\$850.00		0.00			
N 6	WPTV	08/13/12	08/13/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$850.00		0.00			
N 7	WPTV	08/09/12	08/10/12	M-F 6-630p M-F 6-630p	CM	6-630p	---22--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---22--					4	\$1,200.00		0.00			
N 8	WPTV	08/13/12	08/14/12	M-F 6-630p M-F 6-630p	CM	6-630p	22-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	22-----					4	\$1,200.00		0.00			
Totals														20	\$26,750.00